

**NOW, LET'S TALK SPECIFICALLY ABOUT WHAT WE CAN DO.**

**IF YOU HAVE A BUSINESS, SIT DOWN WITH YOUR EMPLOYEES  
NOW, AND SET A TIME-TABLE TO MAKE YOUR WORKSITE SMOKE-  
FREE. DON'T WORRY ABOUT THE IMPACT ON YOUR BUSINESS.  
ONLY GOOD THINGS WILL HAPPEN.**

**ABOUT TEN YEARS AGO MR. WILBUR MCPHERSON, THE OWNER OF RADAR ELECTRIC CO. OF SEATTLE DECIDED TO RID HIS BUSINESS OF SMOKERS. HE KNEW THAT SMOKERS WERE LESS EFFICIENT, LOST MORE TIME IN ABSENTEEISM, COST MORE IN HEALTH BENEFITS.**

**SO HE SIMPLY SAID, "NO SMOKING".**

**MOST OF HIS SMOKING EMPLOYEES QUIT SMOKING.**

**ABSENTEEISM DROPPED, MAINTENANCE COSTS DROPPED,**

**PRODUCTIVITY WENT UP.**

**YOU ALL PROBABLY KNOW THE SUCCESS STORY OF THE NON-SMOKERS INN, LOCATED IN DALLAS, ON THE WAY INTO TOWN FROM THE DALLAS-FORT WORTH AIRPORT.**

**ALTHOUGH SCOFFERS PREDICTED BANKRUPTCY FOR A NON-SMOKERS INN, WITHIN SIX WEEKS THE OWNER USED ONLY BLACK INK.**

**THE SUPPORTING FIGURES SHOW WHY.**

**BUSINESS ECONOMISTS HAVE CALCULATED THAT A SMOKING EMPLOYEE COSTS A FIRM ABOUT \$4,600 PER YEAR MORE THAN A NON-SMOKING WORKER.**

**AND THE SAVINGS ON MAINTENANCE, CLEANING, ETC. CAN AMOUNT TO 41 PERCENT A YEAR.**

**DOCTORS HAVE AN ESPECIALLY IMPORTANT, PIVOTAL ROLE TO  
PLAY IN THE FIGHT AGAINST SMOKING IN THIS COUNTRY.**

**AND IT IS A PROFESSIONAL RESPONSIBILITY DEMANDING A  
PERSONAL COMMITMENT AND A PERSONAL APPROACH.**

**THOSE OF US IN THE ANTI-SMOKING MOVEMENT, THOSE WHO  
ARE DOING ALL THEY CAN IN CESSATION PROGRAMS SEE THE  
YEAR 2000 AS A GOAL FOR MANY OF US.**

**MY CALL FOR A SMOKE-FREE SOCIETY BY THE YEAR 2000 HAS  
BEEN MATCHED BY THE NATIONAL CANCER INSTITUTE'S CALL  
FOR A 50 PERCENT REDUCTION IN CANCER MORTALITY RATES BY  
THE TURN OF THE CENTURY.**

**WE ARE ALREADY IN THE 1990s, SO WE HAVE A LOT TO DO, FAST.**

**NOW FOR SOME GOOD NEWS.**

**THE AIM OF OUR EDUCATIONAL EFFORTS HAS CHANGED  
RECENTLY.**

**FOR THE LAST 25 YEARS WE HAVE TRIED TO CONVINC  
AMERICANS TO STOP SMOKING --AND NEVER TO START.**

**NOW WE KNOW THAT MOST SMOKERS --PERHAPS AS HIGH AS 90  
PERCENT-- WANT TO STOP.**

**THEY DON'T NEED CONVINCING.**

**THEY NEED HELP IN SMOKING CESSATION.**

**SINCE 1982 THE NATIONAL CANCER INSTITUTE'S SMOKING,  
TOBACCO, AND CANCER PROGRAM HAS FOCUSED ITS RESEARCH  
ON METHODS OF INTERVENTION:**

**AMONG THEM ARE:**

**-SCHOOL-BASED PREVENTION:**

**WE KNOW THAT THE AVERAGE AGE FOR THE INITIAL  
SMOKING EXPERIENCE GETS LOWER EACH YEAR. ANTI-  
SMOKING EDUCATION MUST BEGIN IN THE ELEMENTARY  
GRADES.**

**-SELF-HELP METHODS:**

**SEVERAL NATIONAL MAGAZINES RECENTLY HAVE  
HIGHLIGHTED THESE      UNIQUELY AMERICAN INSTITUTIONS.**

**THE ADDICTED SMOKERS NEED TO QUIT THEMSELVES.**

**BUT IT CAN TAKE ABOUT 5 TIMES TO QUIT, SO THEY NEED  
HELP.**

**THEY CAN GET IT IN**

**-COMMUNITY INTERVENTIONS:**

**AMONG THE MOST PROMISING ARE THOSE OF COMMIT  
(COMMUNITY INTERVENTION TRIAL FOR SMOKING CESSATION).**

**THIS IS A MULTI-FACETED EFFORT BASED ON 11  
COMMUNITIES IN THE USA AND CANADA, USING EXISTING  
COMMUNITY ORGANIZATIONS LIKE WORKSITE GROUPS,  
HEALTHCARE FACILITIES, CIVIC GROUPS, LOCAL MEDIA, AND  
SCHOOLS.**

**ALL THESE GROUPS COOPERATE IN CESSATION EFFORTS  
AIMED ESPECIALLY AT PEOPLE WHO SMOKE 25 OR MORE  
CIGARETTES A DAY, THOSE WITH THE GREATEST CANCER RISK,  
THOSE WHO HAVE THE TOUGHEST TIME QUITTING.**

**THE IDEA IS TO SURROUND THEM, EVERYWHERE THEY GO,  
WITH REMINDERS --AND ASSISTANCE-- TO TAKE CHARGE OF  
THEIR LIVES BY CEASING TO SMOKE.**

**COMMIT ALSO URGES PHYSICIANS TO ASSUME THEIR NATURAL  
ROLE AS COMMUNITY LEADERS BY BECOMING PART OF THE  
LOCAL MEDIA.**

**COMMIT CALLS PHYSICIANS TO BECOME "SMOKING CONTROL  
MEDIA ADVOCATES".**

**COMMIT SPOKESMEN ASSERT THAT DOCTORS NEED TO APPEAR  
ON TV, ESPECIALLY LOCAL TV, TO CARRY THE ANTI-SMOKING  
MESSAGE, TO URGE PEOPLE TO QUIT.**

**PEOPLE BELIEVE DOCS ON TV.**

**(REMEMBER HOW WHEN ROBERT YOUNG TOOK THE JOB OF  
PLUGGING SANKA, MOST AMERICANS THOUGHT IT WAS DR.  
WELBY, AND THEY PAID ATTENTION.)**

**TELEVISION AND RADIO ARE WHAT SHAPE THE AMERICAN MIND.  
SMOKING ADS MAY HAVE LEFT THE AIRWAYS, BUT AGGRESSIVE  
ANTI-SMOKING MESSAGES NEED TO TAKE THEIR PLACE.**

**MEDIA ADVOCACY IS ACTIVIST, SURMOUNTING THE THRESHOLD  
OF MEDIA RESISTANCE OR INDIFFERENCE, SURMOUNTING THE  
OBSTACLES OF PHYSICIAN RELUCTANCE OR INDIFFERENCE.**

**THE NATIONAL CANCER INSTITUTE ASSIST PROGRAM --**

**AMERICAN STOP SMOKING INTERVENTION STUDY FOR CANCER**

**PREVENTION-- FOCUSES ON COMMUNITY-BASED COALITIONS**

**DEALING WITH ENTIRE STATES OR LARGE METROPOLITAN**

**AREAS.**

**THESE CENTERS ARE FUNDED IN EXCESS OF \$100 MILLION TO**

**ENSURE A SUSTAINED IMPACT ON THE LIVES OF MORE THAN 50**

**MILLION AMERICANS.**

**ASSIST AMOUNTS TO THE LARGEST INTERVENTION EFFORT EVER**

**UNDERTAKEN BY AN AGENCY OF THE US PUBLIC HEALTH**

**SERVICE.**

**THERE IS HELP OUT THERE FOR THE SMOKER WHO WANTS TO**

**STOP.**

**AND FINALLY,**

**-PHYSICIAN/DENTIST INTERVENTIONS.**

**THAT LAST-MENTIONED METHOD SHOULD BE OF SPECIAL  
INTEREST TO ALL THE PHYSICIANS HERE THIS MORNING.  
WE KNOW THAT NOTHING IS AS EFFECTIVE IN STOPPING  
SMOKING AS WHEN A DOCTOR LOOKS A PATIENT STRAIGHT IN  
THE EYE AND SAYS,**

**"IF YOU CONTINUE TO SMOKE, YOU'RE GOING TO KILL  
YOURSELF. YOU NEED TO STOP....NOW."**

**THAT CAN WORK WHEN ALL ELSE SEEMS TO FAIL.**

**THERE ARE NEW METHODS TO ASSIST QUITTERS, RANGING FROM  
AVERSION THERAPY USING ELECTRIC SHOCKS TO  
EXPERIMENTAL PHARMACEUTICAL AGENTS.**

**BUT, STILL, 85 PERCENT OF THOSE WHO QUIT. . .JUST DO IT!**

**I CALL UPON THE PHYSICIANS WHO ARE HERE TODAY TO CARRY  
THAT MESSAGE TO EACH OF YOUR PATIENTS WHO STILL SMOKE.**

**FINALLY, THERE ARE A NUMBER OF PUBLIC POLICY ISSUES THAT  
DEMAND OUR RESOLUTE ATTENTION AND ACTION.**

**ONE OF THEM IS CIGARETTE ADVERTISING.**

**THE ADS HAVE GONE FROM TELEVISION, THANK GOD, --**

**ALTHOUGH THEY ARE SNEAKING BACK THROUGH VIDEOS-- BUT**

**CIGARETTE ADVERTISING STILL ASSAULTS OUR SOCIETY IN**

**PRINT AND BILLBOARDS.**

**THE TOBACCO INDUSTRY SPENDS \$4,000 PER MINUTE ON  
PROMOTION (\$2.5 BILLION A YEAR)**

**ONLY THE GROTESQUE ECONOMIC POWER OF THE  
INTERNATIONAL TOBACCO COMPANIES CAN SUSTAIN THIS  
OUTRAGE, AS THEY USE ECONOMIC BLACKMAIL TO INTIMIDATE  
PUBLISHERS AND GOVERNMENTS.**

**I AM PARTICULARLY DISTURBED BY CIGARETTE ADVERTISING  
THAT TARGETS VULNERABLE GROUPS WITHIN OUR POPULATION:  
YOUNG PEOPLE, WOMEN, AND MINORITIES.**

**CIGARETTE FIRMS MANIPULATE MINORITIES, WOMEN, AND  
YOUNG PEOPLE BECAUSE THESE PEOPLE HAVE THE STRONGEST  
ASPIRATIONS TO CHANGE THEIR STATUS.**

**SO THESE ADS ASSOCIATE SMOKING WITH MAKING IT...**

**IN THE WHITE, OR ANGLO, OR MALE, OR ADULT WORLD.**

**THEY ASSOCIATE SMOKING WITH A HIGHER ECONOMIC STATUS  
(WHEN REALLY HIGHER INCOME GROUPS ARE NOW SMOKING  
LESS).**

**WE KNOW THAT THOSE WITH MORE EDUCATION TEND TO QUIT  
MORE READILY. "THE MORE YOU KNOW, THE LESS YOU SMOKE."  
BUT TOBACCO ADVERTISERS ASSOCIATE SMOKING --CONTRARY  
TO ALL EVIDENCE-- WITH ROBUST ACTIVITY, ATHLETICS, SOCIAL  
ACCEPTABILITY, SUCCESS, OUTDOOR LEISURE, AND EVEN GOOD  
HEALTH.**

**ONE OF THE MORE OUTRAGEOUS ADVERTISING GIMMICKS IS  
ONE CIGARETTE COMPANY'S "ALIVE WITH PLEASURE" THEME.  
THIS IS CLEARLY AN EFFORT TO UNDERMINE THE SURGEON  
GENERAL'S WARNING ON EACH PACK.  
TRUTH IN ADVERTISING SHOULD REQUIRE, NOT "ALIVE WITH  
PLEASURE", BUT "DYING IN AGONY".**

**IN THE ADVERTISING WARS YOU HEAR A LOT ABOUT PROOF.**

**THE TOBACCO COMPANIES SAY THAT IT HAS NOT BEEN PROVEN**

**THAT ADVERTISING INCREASES CIGARETTE SMOKING.**

**OF COURSE, THE COMPLEXITY OF THIS ISSUE OF HUMAN**

**BEHAVIOR WILL PROBABLY PRECLUDE THE ESTABLISHMENT OF A**

**SCIENTIFIC PROOF OF A CAUSAL LINK.**

**BUT TO MY MIND THE BURDEN OF PROOF SHOULD BE ON THE**

**TOBACCO INDUSTRY TO SHOW THAT ADVERTISING DOES NOT**

**INCREASE CONSUMPTION OF A PRODUCT THAT WE KNOW LEADS**

**TO DEATH WHEN USED AS INTENDED.**

**IN THE 1850s JOHN SNOW ENDED THE CHOLERA EPIDEMIC IN LONDON BY REMOVING THE HANDLE OF THE BROAD STREET WATER PUMP, 30 YEARS BEFORE THE BACTERIUM CAUSING CHOLERA WAS DISCOVERED.**

**FORTUNATELY HE DID NOT NEED TO CONTEND WITH A CHOLERA INSTITUTE THAT DEMANDED THE PUMP KEEP WORKING UNTIL IT WAS PROVED THAT WATER FROM THE PUMP WAS CAUSING THE CHOLERA.**

**AT THIS POINT THE CIGARETTE COMPANIES TROT OUT THE OLD  
LINE THAT THEIR ADVERTISING IS INTENDED ONLY TO ENFORCE  
BRAND LOYALTY, AND TO GET CONSUMERS TO SWITCH TO THEIR  
BRAND.**

**NO ONE REALLY BELIEVES THAT.**

**BRAND CHANGERS FORM ONLY A TINY FRACTION OF THE  
MARKET.**

**THE REAL PURPOSE OF CIGARETTE ADVERTISING TO IS HOLD ON  
TO THOSE SMOKERS ALREADY HOOKED --ADDICTED-- AND TO  
ATTRACT NEW ONES.**

**IT WORKS.**

**RECENT STUDIES CONFIRM THAT INCREASED ADVERTISING  
BRINGS ABOUT A HIGHER DEMAND FOR CIGARETTES IN  
GENERAL, NOT JUST FOR THE BRANDS ADVERTISED.**

**WE KNOW ADVERTISING IS EFFECTIVE, AND THEY KNOW IT IS  
EFFECTIVE, BECAUSE OF THE BRIEF EXPERIENCE WITH COUNTER-  
ADVERTISING IN THE 1960s.**